MODERN BIRTH CONTROL

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Modern Birth Control...

In principle birth control is a very simple thing. It is the answer of intelligent human beings, conscious of their responsibilities, who desire to bring children into the world when they are most needed, and at a time when they are best able to assume the duties of parenthood.

In times past the question was considered unimportant. Then, however, our mode of living was different, and a large family, totally out of proportion to economic conditions and environment, was the order of the day rather than the exception. No wonder infantile mortality stood at such an appalling figure, and it is true that childbirth was to a certain extent dangerous and something to be feared.

Modern conditions have changed all this, and with the help of science it has been proved that the dangers attending pregnancy are almost non existent. To-day the family of three or four strong healthy children, spaced to ensure equal care and attention, are the stock which will produce generations of the future. The health of the mother has also greatly improved. No longer is it necessary to live under the constant nervous strain and uncertainty of pregnancy, because scientific birth control means that each child arrives at a time according to choice and not circumstance.

The pros and cons of contraception are a topic of wide interest, much discussed in conversation and in the Press. From the moral standpoint it is accepted by Dean Inge, and from the medical point of view endorsed by the Royal Physician, Lord Dawson of Penn and many other leading authorities. To-day those who approach the subject with an open mind are generally agreed concerning its desirability, knowing it is far better to breed a nation physically and mentally fit. Such an ideal can only be achieved by choice and discrimination and the ethical application of Birth Control.

Let there be no misunderstanding with regard to the modern meaning and practise of contraception. It does not stand for the selfish

motives of family limitation, but springs from the strongest desire in parents to rear their children under the happiest conditions and consonant with present day standards of living. Lord Dawson of Penn says "I do not think there can be any doubt that maternity repeated over suitable intervals and to a reasonable extent adds to the health and happiness of the mother herself, and therefore of her family. Before contraception was an established institution marriages in the early twenties were often impossible, but with contraception there is the advantage that these people can come together at an early age and share their lives together."

Much enlightenment is still needed regarding the proper use of contraceptives as well as the best methods to adopt. It must be remembered in times past that infant mortality was 160 per thousand whereas to-day it has dropped to 53 per thousand. It is one thing to have nine births with four deaths and five survivals as against nine births with one death and eight survivals. This is an example of the phenomenal improvement which has taken place in child mortality, and unless artificial checks are discriminately used, the family may grow to such an extent that it becomes economically impossible to support it.

Alternatives to birth control are celibacy or later marriages, both of which are to be deplored, and so it is reasonable to suggest that contraception practised with proper restraint, and a due sense of responsibility, is not only necessary but highly desirable.

Unfortunately, little information is available concerning the best birth control methods, and often literature is to be found of an undesirable nature, repugnant to the finer senses of educated men and women. In the following pages of this book, therefore, is provided details of a safe and reliable product, not harmful to health or prejudicial to the continued power of conception.

The Ideal Way

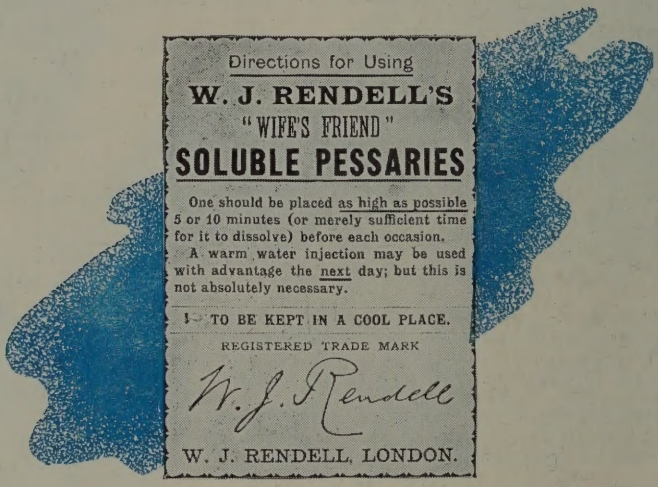
Details of a perfectly safe and satisfactory method of Birth Control are now known to all members of the Medical Profession and to tens of thousands of married people in all parts of the world. The need is for these details to be known by many millions more.

The method is the regular use of Rendells Pessaries, first invented over 50 years ago by W. J. Rendell, and since tested and approved by competent experts and an enthusiastic body of actual users.

This product has none of the serious disadvantages of all other methods, and although imitations have naturally been offered to the public, Rendells still remains easily first in medical and public estimation. Every claim made on behalf of Rendells is fully substantiated in the following pages, and a trial will convince that here is a really ideal solution of the problem.

See how easy it is...

The best way of showing how simple Rendells are to use is to reproduce a copy of the actual directions as included in every box. Could anything be less trouble or less inclined to offend the scruples of even the most fastidious ?


Directions for Using
W. J. RENDELL'S
"WIFE'S FRIEND"
SOLUBLE PESSARIES
One should be placed as high as possible 5 or 10 minutes (or merely sufficient time for it to dissolve) before each occasion.
A warm water injection may be used with advantage the next day; but this is not absolutely necessary.
TO BE KEPT IN A COOL PLACE.
REGISTERED TRADE MARK
W. J. Rendell
W. J. RENDELL, LONDON.

Why it never fails

Rendells Pessaries consist of the purest active and emollient ingredients thoroughly blended with refined Ol. Theobrom. Each Pessary quickly and completely melts at body heat. Used as directed above, it blends with the natural excretions, forming a thin glutinous covering over the walls of the vagina and the lower entrance to the womb.

Now consider its subsequent action. Conception occurs when one male cell (spermatozoon) fertilizes the ovum cast out of the female

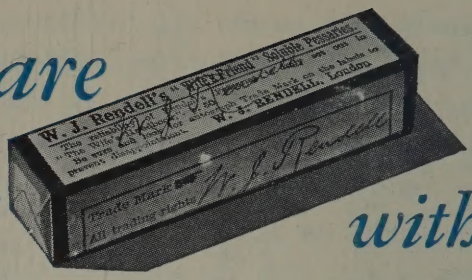
ovaries every month. This fertilization usually occurs in one of the Fallopian Tubes leading from the ovaries to the womb; after which, the fertilized ovum makes its way into the womb where its development into a baby takes place.

When a Rendells Pessary is used, no spermatozoon can reach the womb, or the Fallopian Tubes beyond, without first coming into contact with the above-mentioned spermacidal and glutinous covering, which immediately renders it inactive. So, it is clear that, in such circumstances, it is quite impossible for the ovum to be fertilized. All that is necessary is to follow the directions, and complete safety is assured. (Users who like to do so can douche themselves afterwards, *but on no account should this take place until at least six hours following each occasion*; otherwise the effects of the pessaries are liable to be marred.)

One further advantage of this method is that the use of the pessaries may be discontinued whenever Birth Control is no longer necessary; and ability to conceive is found to be in no way impaired.

Here it must be mentioned that certain malicious persons have spread a rumour to the effect that one Pessary in every box sold must be ineffective to comply with the Law. This is totally untrue, and every Rendells Pessary is of standard strength and efficacy. The Proprietors have instructed their solicitors to investigate the source of this ridiculous rumour, and it will be greatly appreciated if any readers of this booklet will refute such an untrue statement or supply any information which may be available concerning the matter.

Just compare



THIS WAY *with*

other methods commonly used

Is it not strange that with this trouble-free method available—a method involving scarcely any deviation from the routine of nature—that men and women far too commonly adopt practices that are uncertain in their consequences, often dangerous, and usually repugnant to even those who follow them. It is only necessary to enumerate some common usages to demonstrate how superior the Rendells way is to all others.

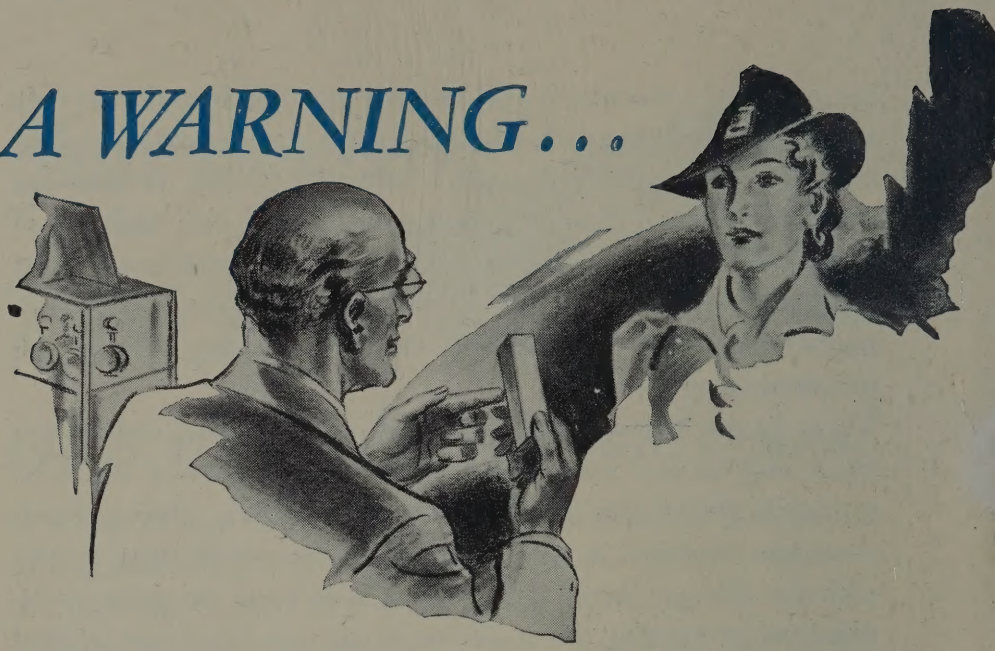
A good many preach total abstinence, and a smaller number try to put it into practice. It has been found a sure way to wreck marital happiness. Widely recommended is the restriction of intercourse to the supposed "safe period"; but there is no absolutely safe period, only one of less inclination. Such restriction, therefore, is not Birth Control at all, but merely the denial of a natural impulse. There is "withdrawal" (*coitus interruptus*); this is very frequently attempted over long periods, and medical men everywhere bear witness to its disastrous effects on the nerves of both sexes. Moreover, it is not a satisfactory method of control, since there is never any guarantee against small quantities of semen entering the vagina. Perhaps the most widely used method of all is the condom or sheath, but there are few users who would not pronounce it unæsthetic and unsatisfying. Of recent years, the use of various check pessaries in the form of rubber caps to prevent the entry of spermatozoa into

the uterus has come into vogue; but they are difficult to fit, and only a perfect fit makes them effective. As a result of their misuse resulting in certain inflammatory conditions internally (known to have had fatal consequences), medical men are growing less inclined to recommend them than hitherto. After-douching is another expedient in which women are inclined to have great faith, until experience teaches them how little security they enjoy if they rely on this troublesome operation.

It is also important to remember that ordinary disinfectants which may be used with perfect safety for other parts of the body, may cause serious trouble when used as a douching solution. Harsh chemicals contained in most disinfectants on coming into contact with the delicate lining of the vagina may cause the most severe irritation or burning which cannot in all cases be cured without Medical attention.

Compared with these more or less harmful and clumsy makeshifts, the simplicity and efficiency of the method invented by W. J. Rendell, and recommended by a growing body of medical opinion, is very striking. In the words of Dr. Arthur E. Giles, M.D., B.Sc., M.R.C.P.(Lond.), F.R.C.S.(Edin.), Consulting Surgeon to the Chelsea Hospital for Women and Gynæcologist to the Prince of Wales' General Hospital, Tottenham, regarding Soluble Pessaries, "This method is free from the objectionable features common to some other plans." (Address delivered before the Manchester Medico-Chirurgical Society and reprinted in THE LANCET, No. 5395.)

A WARNING...



There are two things against which the public must be on its guard after deciding to use this method. **Note them carefully.**

The first is the use of pessaries that are not properly compounded with harmless materials. Some other preparations are composed of Bi-carbonate of Soda, Tartaric Acid and an oxidising agent. Their use is accompanied by an unpleasant effervescing that, at the best, is a source of considerable discomfort; and they are quite unreliable, since the active oxidising agent has been found to lose its properties a very short time after manufacture. Moreover, a great danger arises from their containing insoluble matter which is apt to clog, and may cause abrasions of the membrane lining the vagina. Rendells Pessaries are entirely free from these disadvantages.

The second thing is to beware of so called Soluble Pessaries not made by W. J. Rendell, Ltd. The success and popularity of this original product has led to imitations being offered. Usually they are compounded of a crude quality cocoa-butter and inferior chemicals.

This crude cocoa-butter can never be relied upon to melt at body heat, and even the best qualities contain fibrous foreign matter

which can cause acute irritation. Only a series of elaborate processes can safeguard users against the danger this involves. Further, the active ingredients are not only impure, but also badly blended with the cocoa-butter. Tests have revealed that, amongst these imitations, individual pessaries have been found to contain excessive quantities of crude quinine entirely unsuitable for contraceptive purposes. Proper compounding and correct treatment of the best materials is essential, and unless the highest standard of manufacture is always maintained, no product can be expected to act as desired.

It is easy, however, to safeguard against such dangers. Always ask the Chemist for Rendells and only rarely will anything else be offered. The product is sold in a red box as illustrated on page 13, bearing a blue seal band and W. J. Rendell's autograph on each label. No other kind of box contains Rendells Pessaries and, obviously, substitutes will never be offered for your benefit.

Chemists and Drug Stores everywhere can supply Rendells Pessaries at 2/6 per box containing twelve or 1/6 per box containing six. All can be relied upon to be of the same strength and full efficacy. It is totally unnecessary to use any other method in conjunction with them.

For use abroad just ask for Rendells in the special Overseas packing. Chemists do not usually keep a stock prepared in this manner, but supplies can be obtained within 24 hours.

The boxes are packed in special airtight tins, which prevent damage even under the most adverse conditions. No extra charge is made for this packing.

Points that make Rendells the reliable way

Being the largest makers of such goods W. J. Rendell, Ltd., have the finest facilities available to ensure unvarying perfection in manufacture. The Pessaries are made of the highest grade raw materials in special hygienic laboratories by competent workers under the constant supervision of a Qualified Chemist and control of a Medical Panel.

The highest quality of Ol. Theobrom is subjected to special processes whereby all fibrous and foreign matter is removed, and the cocoa-butter brought to a consistency to guarantee its melting always at the same temperature—*i.e.*, just below body heat.

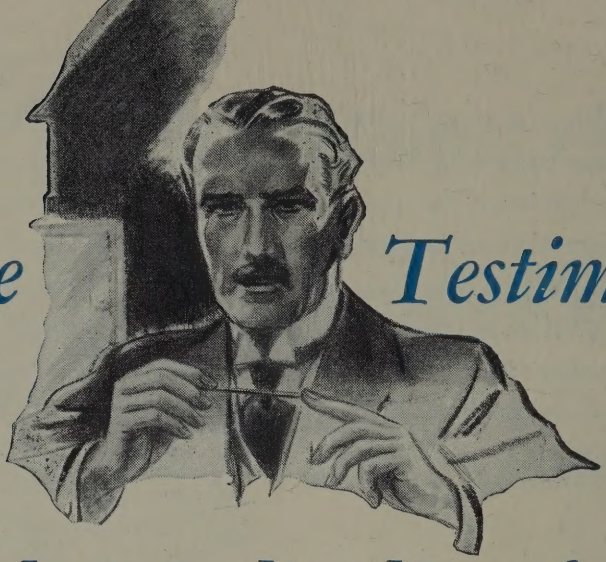
With this refined Ol. Theobrom are thoroughly blended the active ingredients well known to the Medical Profession as powerful spermicides. The system of scientific control entirely eliminates the possibility of human error during the process of manufacture. Special machinery is used to ensure correct and adequate mixing and even then laboratory tests must be passed before any Pessaries are released for distribution. Many Doctors have visited the laboratories and have had the opportunity of studying every detail of the manufacture. It is significant to record that in every single instance complete approval has been shown, and it is also generally recognised

that the product is made under the best possible conditions, and it would be quite impossible to attain a higher degree of efficacy or hygiene.

Long experience has proved the all-round superiority of the soluble pessary method of Birth Control over the unnatural practices so widely adopted by those who are ignorant of the better way. It can therefore be justly claimed that Rendells are undoubtedly the best Soluble Pessaries. This claim is backed by fifty years' success, and the wholehearted endorsement of all who have put them to the test.

Proofs of Supremacy

Overleaf is given evidence that places Rendells Pessaries as a product in a class apart amongst contraceptives. Read the actual words, first of medical experts, then of ordinary users, and it will be admitted that the case for Rendells is not overstated. Remember these extracts represent merely a fraction of such evidence at present in the Company's files.



The Testimony of the Medical Profession

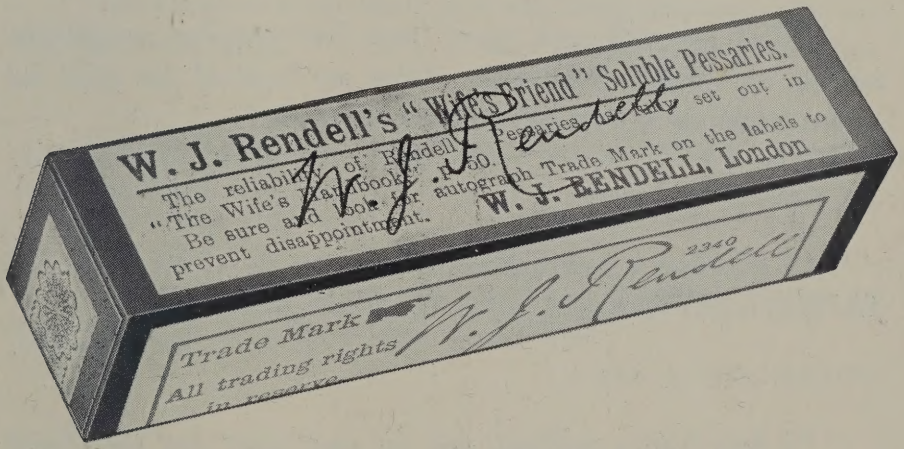
The late Dr. H. A. ALLBUTT, in his world-famous "THE WIFE'S HANDBOOK," on page 69 writes as follows: "*I consider these pessaries to be thoroughly reliable, and that they can always be trusted to prevent conception. Experience has shown that they do all their inventor claims for them. The public should be on their guard against the numerous imitations of these pessaries, offered by unscrupulous persons regardless of consequences. The genuine 'Soluble Pessaries,' which alone I can recommend with confidence, are those introduced some years ago by W. J. Rendell.*" There is nothing in these pessaries to irritate the woman's vagina or the male organ, and their continued use is perfectly harmless.

RICHARD HARLEY, M.R.C.S., L.R.C.P., L.M.S.S.A., in his recent "WOMANHOOD AND MARRIAGE," on page 134 writes: "*In the view of the writer, the best soluble pessary on the market is the kind known as Rendells 'Wife's Friend.' This pessary is manufactured under perfect hygienic conditions.*"

The pages of the "*Lancet*" have also carried testimony of the Rendell type of Pessary. As far back as 1899 we find W. WRIGHT HARDWICKE, M.D., M.R.C.P., L.R.C.S., in the pages of that Journal,

offering his testimony to the value and importance of its tonic and astringent properties as a remedy against certain disorders. Again in 1927 in the same Journal ARTHUR E. GILES, M.D., B.SC., M.R.C.P. (LOND.), F.R.C.S.(EDIN), speaking of the soluble pessary says: "*This is one of the most dependable methods, and it is free from the objectionable features common to some other plans.*"

The following appreciation is typical of many regularly received from Medical Men: "*As one who has used with satisfaction your Soluble Pessaries, as well as regularly prescribed them in suitable cases, I write this letter to you. Personally, the Pessaries have given me complete satisfaction, and all my patients have expressed themselves in similar terms, and am grateful to you as makers for producing such a useful article.*" W. F. D., PALESTINE.


W. J. Rendell's "Wife's Friend" Soluble Pessaries.
The reliability of Rendell's Pessaries is set out in
"The Wife's Handbook," post free 1/10.
Be sure and look for autograph Trade Mark on the labels to
prevent disappointment.
W. J. RENDELL, London
Trade Mark
All trading rights
in reserve.

Obtainable from all Chemists Everywhere

2/6 PER BOX

W. J. Rendell, Ltd., will pay £1,000 to Charity if any person or persons can prove that each box of Pessaries contains one which is ineffective. There is a false report spread by certain persons who endeavour to mislead the public into believing that every box contains a useless pessary, in some cases even supporting their statements by declaring it is made compulsory by law.

Our Solicitors are instructed to take proceedings against any person found to be circulating this false report.

EVERY RENDELL PESSARY IS, AND ALWAYS HAS BEEN, ABSOLUTELY EFFICACIOUS.

The Testimony of Users

"I have used your product now for two years and find them most reliable." Mrs. A. C. L., YORKSHIRE.

"I am a married trained Nurse still practising. Might I also say that I have always used Rendells myself and have always found them reliable for the past six years." E. C., S. R. N., NORTHANTS.

"Both my wife and myself have had complete satisfaction without any anxiety whatsoever. When we required our child we suspended the use of them and achieved our object."

R. T., MANCHESTER.

"I have been a user of Rendells Pessaries for 2½ years now and find them to give the utmost confidence and satisfaction."

G. D., LONDON.

"I have been a continual user for seven years and have found them most satisfactory." Mrs. H., IRELAND.

"My wife and myself find the Pessaries very satisfactory."

B. P., LANCASHIRE.

"The Chemist from whom I am buying them told me they are the best out." D. R. J., LLANELLY.

"I must praise your helpful methods of birth control, and only wish I had known they were made years ago. They are a blessing to me and I have now used them for four years with absolute confidence. I have four children and I must say the use of Rendells makes for a much happier married life."

Mrs. R. C., Sussex.

"It is ten years since I first tried your product on the recommendation of a Nurse friend, and since then I have never failed to put in a good word for Rendells amongst my patients and friends."

Nurse R. P., London.

"I am pleased to say that I have used them for twenty years and they have never failed."

Mrs. J. W. G., Northampton.

"We both find them a great success so I am recommending them to my daughters."

Mrs. K., Portsmouth.

"I think they are very reliable and I will recommend them to my married friends whenever the occasion demands."

Mrs. I. B. I., Bolton.

"I have advised scores of women to use them as I have done myself for 19 years."

Mrs. E. A., Huddersfield.

"We both send our greatest thanks to Rendells."

Mr. & Mrs. E. A., Peterborough.

Other Rendell Products

W. J. Rendell, Ltd., also manufacture the following products for feminine hygiene, which can be purchased from your usual Chemist or Drug Store:—

SILATEX Hygienic Sanitary Pads.

SANTRON — the most suitable germicide deodorant and disinfectant for feminine use.

MENSINOLE TABLETS — for menstrual pains, headaches, neuralgia and general feverish conditions.

Ask for a copy of Nurse Drew's Booklet "HYGIENE FOR WOMEN," which fully explains all these valuable products.

When purchasing Rendells Products use this prescription form and your Chemist will know exactly what you require.

Please Supply :—

..... Box Rendells Pessaries 1/6 size. 2/6 size.

..... Packets Silatex, Size 0, 1, 2.

..... Boxes Mensinole 1/4½d.

..... Bottles Santron 1/1½d. size. 2/9d. size.

Delete items not required.